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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (300)

BUSINESS PLAN

CHAMPURRADO

PREPARED BY

FACULTY AND PROGRAMME : FACULTY OF BUSINESS MANAGEMENT (FBM)

BM111 – DIPLOMA IN BUSINESS MANAGEMENT

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PROJECT TITLE : BUSINESS PLAN

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SUBMISSION DATE :

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of four members who hold the important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

Champurrado is located at Container City Miri, Sarawak. The location of the bakery is strategic as it located in the middle of the city where it surrounded by shopping malls, restaurant, mosque, church and residential area. Other than that, location is the most important factor as it helps contributes to the business and it helps to generate the profit of the business and reaches the target of the business

The main business activity is selling cake pop. Cake pop is a small round piece of cake coat with chocolate and put it at the top of the stick as it resembles a lollipop. The reason we sell cake pop is to introduce the uniqueness of dessert in terms of its shape. We have set our target customers who are kids and youngsters resident of Miri, along with senior citizens because our cake pop is not as sweet as expected. We choose this business because food industry usually has high chance of success and expand in the future.

Lastly, our business vision is living proof of high quality standard of cake pop and will be customer's favourite from all district in Malaysia. We will expect that our business will become more successful in the near future because with the new innovation of the cake pop, the demand of our product will rise not only during festive season but it might be the new snacks. This will give us advantages to make our product more profitable.

CHAMPURRADO

SUBMISSION LETTER

Alya Batrisyia Qurratu'ain Binti Mohamad Rahini
Diploma in Business Management
Universiti Teknologi MARA (UiTM),
Jalan Oya, 96400 Mukah,
Sarawak.

Madam Agnes Kanyan,
ENT300,
Universiti Teknologi MARA (UiTM)
Jalan Oya, 96400 Mukah,
Sarawak.

Dear Madam,


RE : SUBMISSION OF BUSINESS PLAN

As stated above, I am Alya Batrisyia Qurratu'ain Binti Mohamad Rahini as the General Manager of Champurrado and I represent my team mates, wants to submit our business plan for further reviewing.

2. We have prepared this business based on the requirement of the subject Fundamentals of Entrepreneurship (ENT300) as the precondition by Universiti Teknologi MARA.
3. We hope that by submitting this business plan, we are able to present the completed task among us. The cooperation of our partnership that we have gained will make this business plan successful. All of our research and the information was concluded in this business plan.

I would be very grateful indeed for your help

Sincerely,


.....

(Alya Batrisyia Qurratu'ain Binti Mohamad Rahini)

General Manager and Administration Manager of Champurrado.

CHAMPURRADO

1.1 INTRODUCTION TO BUSINESS

- i. **Name of the business** : Champurrado
- ii. **Nature of the business** : Partnership
- iii. **Industry profile** : Food Service Industry
- iv. **Business location** : Miri, Sarawak
- v. **Date of commencement** : 1st January 2019
- vi. **Factors in selecting the proposed business** :
 - a) As food service industry, we are serving a unique dessert by using lollipop stick.
 - b) We choose this business because there is no applicable business in Miri, where we are easy to get raw materials and easy to market.
- vii) **Future prospects of the business** :
 - a) To enlarge this business by making more branch to whole Sarawak.
 - b) To give the good training to staff and best service to customers.
 - c) Offering online service for customers who are far away from our location.